



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

# Contract # 329789

Schedule Dates 09/04/12-09/10/12  
Advertiser Smith, Tom/R/SEN/PA (15776)  
Agency SRCP - Stevens Reed Curcio & Potholm (2056)  
Product Political - Federal Candidate (1067)  
Brand POL/T SMITH/R/SEN/PA (114155)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name VONDERHEID,BETSY  
Phone/Fax /  
CPE 11/15/23  
Account Types National/Political  
Billing Type Standard  
Comments TOM SMITH 9/4  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 08/31/12  
Last Modified 08/31/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06301936  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$6,952.50  
Net Total \$39,397.50  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month Spots Rate  
Sep. 2012 47 \$46,350.00  
Grand Total: 47 \$46,350.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	10A- Ellen	2		X	X	X	X			2	\$250.00	\$500.00	Pittsburgh (WPXI)	ELLEN/2	8/31/12
2.0	Normal Line / Spot	09/06/12-09/07/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P					1	1			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	LATE NEWS/3	8/31/12
3.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	11:35P- 12:30A (EST)		1	1	1	1	1			3	\$350.00	\$1,050.00	Pittsburgh (WPXI)	TONIGHT SHOW /4	8/31/12
4.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	11:59A- Channel 11 News At Noon		1	1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	NOON NEWS/5	8/31/12
5.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	4P- Judge Judy 4p		1	1	1	1	1			4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	JUDGE JUDY 4p/6	8/31/12
6.0	Normal Line / Spot	09/04/12-09/05/12	5	:30	5P- 5:30P (EST)		1	1						2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/7	8/31/12
7.0	Normal Line / Spot	09/06/12-09/07/12	5	:30	5P- 5:30P (EST)				1	1	1			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 5-530P/8	8/31/12
8.0	Normal Line / Spot	09/04/12-09/06/12	5	:30	5:58P- Channel 11 News At 6pm M-F		1	1	1					3	\$700.00	\$2,100.00	Pittsburgh (WPXI)	NEWS 6-630P/9	8/31/12
9.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	5:58P- Channel 11 News At 6pm M-F						1			1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/10	8/31/12
10.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	5:59A- Channel 11 News 6am		1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/11	8/31/12
11.0	Normal Line / Spot	09/04/12-09/04/12	5	:30	5:59A- Channel 11 News 6am		1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/11	8/31/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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**Advertiser** Smith, Tom/R/SEN/PA (15776)  
**Agency** SRCP - Stevens Reed Curcio & Potholm (2056)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/T SMITH/R/SEN/PA (114155)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** VONDERHEID,BETSY  
**Phone/Fax** /  
**CPE** 11/15/233  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** TOM SMITH 9/4  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/31/12  
**Last Modified** 08/31/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06301936  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,952.50  
**Net Total** \$39,397.50  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Sep. 2012  
Grand Total: 47 \$46,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	09/04/12-09/05/12	5	:30	6:59P- Jeopardy			1	1					2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	JEOP 7-730P/13	8/31/12
13.0	Normal Line / Spot	09/06/12-09/07/12	5	:30	6:59P- Jeopardy					1	1			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	JEOP 7-730P/14	8/31/12
14.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	7A- 8A (EST)			X	X	X	X			2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/15	8/31/12
15.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	8A- 9A (EST)			X	X	X	X			3	\$525.00	\$1,575.00	Pittsburgh (WPXI)	TODAY 8-9A/16	8/31/12
16.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	7:30P- 8P (EST)			X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730-8P/17	8/31/12
17.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	9A- Today Show 9a			X	X	X	X			2	\$300.00	\$600.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/18	8/31/12
18.0	Normal Line / Spot	09/08/12-09/08/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/19	8/31/12
19.0	Normal Line / Spot	09/09/12-09/09/12	5	:30	8A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/20	8/31/12
20.0	Normal Line / Sports- Local Pro	09/09/12-09/09/12	5	:30	8:13P- NBC Sunday Night Football								1	1	\$20,000.00	\$20,000.00	Pittsburgh (WPXI)	NFL STEELERS 805-12M/21	8/31/12
21.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	11:59A- Channel 11 News At Noon			1						1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/5	8/31/12
22.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	4P- Judge Judy 4p			1						1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDGE JUDY 4p/6	8/31/12
23.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	5:58P- Channel 11 News At 6pm M-F			1						1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/10	8/31/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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Comments:

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<b>Advertiser</b>	Smith, Tom/R/SEN/PA (15776)	<b>Last Modified</b>	08/31/12
<b>Agency</b>	SRCP - Stevens Reed Curcio & Potholm (2056)	<b>Entered By</b>	Jennifer Stewart
<b>Product</b>	Political - Federal Candidate (1067)	<b>CO-OP</b>	Yes
<b>Brand</b>	POL/T SMITH/R/SEN/PA (114155)	<b>Headline #</b>	06301936
<b>Salesperson</b>	Telerep/Washington DC, Washington DC (1040)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Washington DC	<b>Order Type</b>	Normal
<b>Buyer Name</b>	VONDERHEID,BETSY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	11/15/233	<b>Commission</b>	\$6,952.50
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$39,397.50
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	TOM SMITH 9/4 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

<b>Pittsburgh (WPXI)</b>			
<b>By Broadcast Month</b>	<b>Spots</b>	<b>Rate</b>	
Sep. 2012	47	\$46,350.00	
<b>Grand Total:</b>	<b>47</b>	<b>\$46,350.00</b>	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.0	Normal Line / Spot	09/05/12-09/07/12	5	:30	S:59A- Channel 11 News 6am				1	1	1			3	\$500.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 6-7A/12	8/31/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:		Accepted-Station:		Date:		Comments:											

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